

Novaia Svitlana

CATEGORY-MARKETING MANAGER, 109 000 ГРН.

🔄 12 квітня 2024 📍 Місто: [Київ](#)



Вік: 42 роки

Режим роботи: повний робочий день

Категорії: Реклама, маркетинг, PR, Торівля, продажі, закупівлі

✓ Готова до відряджень

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Опис

Category Marketing Manager (globally) (Energy Drinks) 02/2023 – till now

New Products Group - Kiev, Ukraine

Managing category of energy drinks in the Ukrainian market (Non Stop and Pit Bull are the brand leaders with continuously growth MS), according to company strategy and taking into account the peculiarities of the competitive environment

Launched new skus (NPD process), including Limited addition NS Stalker with customized support and event in Silpo Stalker shop for gamers in UA, MD and CZ markets (collaboration with Stalker game)

Strategy development NRG drinks for the Asia markets (KZ, AZ, UZ, GE, ARM), Europe (PL, CZ, RO, MD) and India market and open new territory MEA

Presentation, training and negotiation with sales team/distributors and future partners. Active participate in exhibition (India)

Analytics (MRC data, AC Nielsen, internal sales, etc.), cross functional projects. Creating strategy development new products for each market (promo, media, trade), using market/consumer/taste products research. Budgeting and all paper work needed

Leading 2 subordinates (including special charity project for UA Army)

Category Marketing Manager (Baby Diapers and Wipes) 09/2019 – 08/2022

Biosphere Corporation - Kiev, Ukraine

- Researching market needs and competitor environment
- Negotiation with the suppliers, working with customers and agencies (PR, bloggers, SMM, research, etc.)
- Creating a business plan for launching new products including marketing and sales strategies with following implementation
- Highly experienced involvement in production process
- Planning, budgeting (PnL), development of all brands across the channels
- Leading cross functional project (launch Diapers) with direct report to CEO
- Building new department for the category with subordinates and Private label production

Accomplishments

- Managed development, creation and production of Baby Diapers Bambik from concept creation to launch, including negotiation with suppliers and consumer testing
- Launched new product - Wet Towels for UA Army
- Supervised project team of 15+ staff members

Brand and Trade Manager; Key Account Manager 05/2010 - 09/2019

Kimberly Clark Ukraine & CE - Kiev, Ukraine

Brand manager responsible for Kotex, Kleenex and Depend

- Launched Depend brand in UA market (adult care)
- Relaunched Kotex brand with 360 supports

Trade marketing / Category manager responsible for Kotex, Kleenex, Depend

- Provided revenue transformation for Feminine Care Nielsen data based on brand strategy, shopper needs and trade environment including developing and leading execution of Pricing and Promo strategy by channels/customers
- Lead the Cycle Plan meetings with cross-functional departments to provide effectiveness of promo support for UA and MD markets

Key account manager

- Responsible for 60% of all business (WTC, Cosmo, Caravan, Eco Market)
- Achieved targeted results for Huggies brand, increasing sales and major market share due to effective promo and price strategy
- Annual negotiations and quarterly review trade terms with focus on price and promo strategy for the clients

Accomplishments

- Leading the Project "Promo Management Tool in UA" (effectiveness promo investment), with Soft Serve Company and successful launch with implementation in UA, RU, KZ
- Deep Feminine Care UA market analyses via AC Nielsen data, providing new segmentation for the whole market (category)
- Digital support for Kotex brand by creating YOUTUBE channel for target audience
- During managing two main chains for whole business as a key account manager (Perfumery), annual sales were increased up to 30% and brand Huggies become leader in the category.

(Cosmo - growth share of sales from 33% to 40% YTD vs 34% MT National; WTC - growth share of sales from 29% to 44% YTD vs 34% MT National)